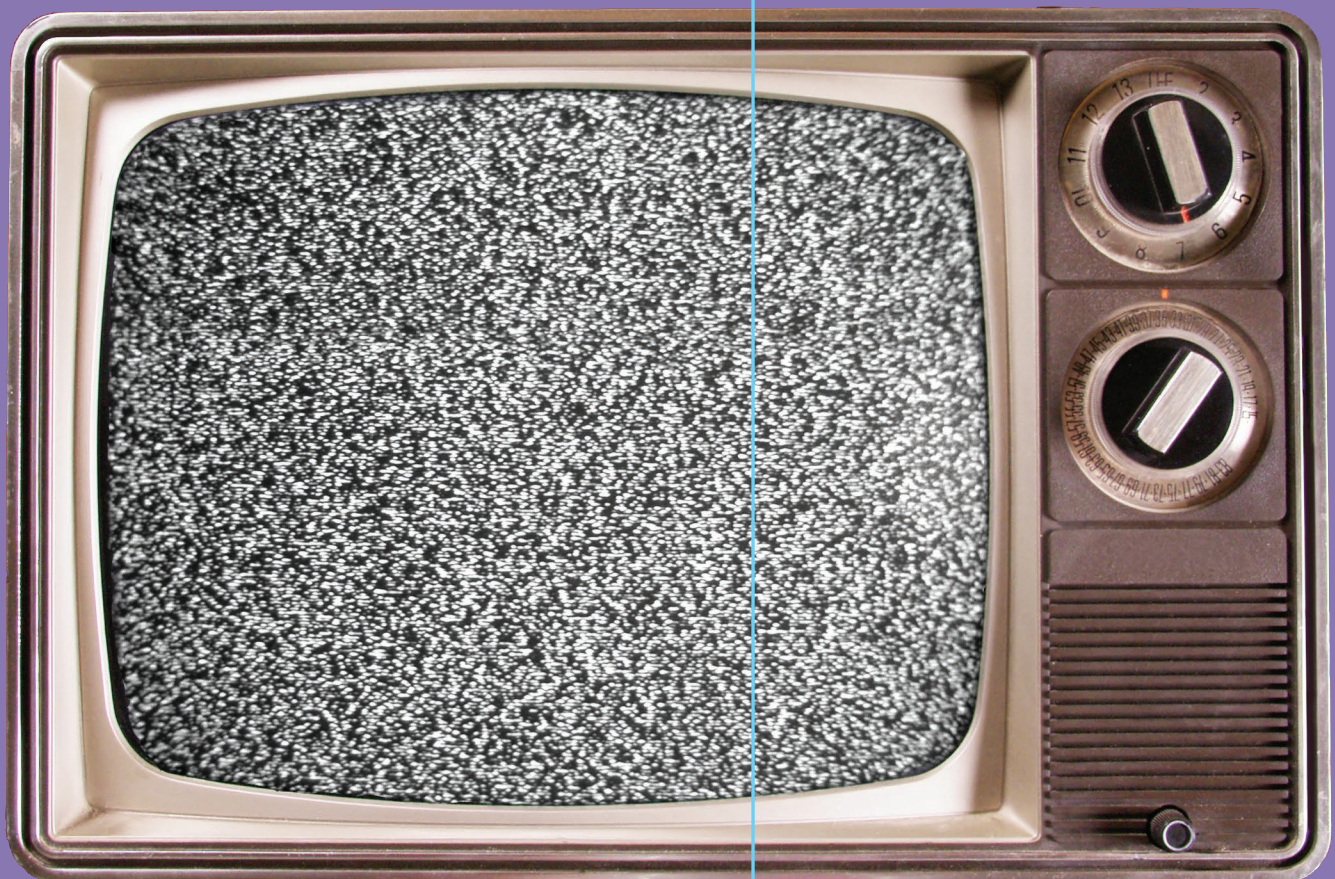


# why should TV do all the PROGRAMMING?



Combat "Pester Power" and  
take control of your child's values.

# don't give advertising the power to let your child pester you into making BAD CHOICES

## how to fight back

1. Don't do what your child wants simply because they "heard it on TV." Saying no is the most powerful way to keep things under control.
2. Talk to your child about advertising – explain that ads try to make people want things they may not need.
3. Avoid aisles that contain heavily marketed foods. Spend time smelling, touching and viewing colorful produce in the produce aisle.
4. Talk about how you choose foods. Explain what's important to you.

## how to fight back as your child grows older

1. Ask questions that encourage your child to think twice about what they see in an ad. Some examples of questions you could ask:
  - Do you think buying that item will make you happier?
  - Do you think what you just saw in that ad could really happen?
  - Did you want that item before seeing the ad?
  - Do you really think "everyone has one" – or only the TV character?
2. Help your child become "ad versed" by watching and analyzing commercials together. Ask questions like:
  - How did that commercial make you want that item?
  - What part of the commercial is like real life? What part didn't seem real?
  - Do you think that cartoon character really uses that product?
  - What's the difference between "needing" and "wanting" something?
  - How would buying that item make someone's life better?
  - What would you say to a friend who wanted to buy that item because they saw it on TV?
  - Do you think that product will help or hurt your health?

### TIPS for helping younger children limit exposure to ads:

- Watch shows on non-commercial TV.
- Tape programs and fast-forward through the ads.
- Dance with your child during commercials to divert attention.